

(19)



Europäisches Patentamt
European Patent Office
Office européen des brevets



(11) Publication number:

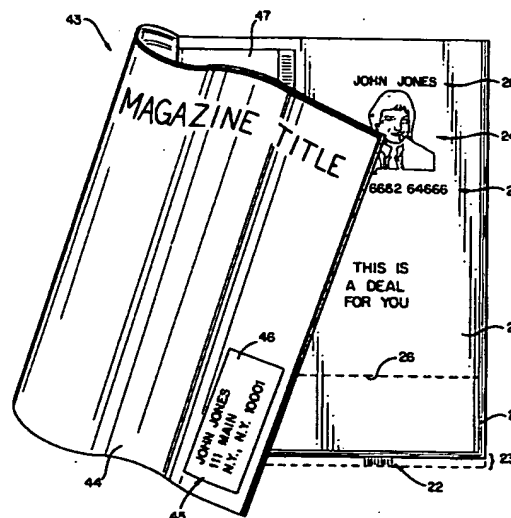
0 527 552 A3

(12)

EUROPEAN PATENT APPLICATION(21) Application number: **92305642.8**(51) Int. Cl.⁵: **B41F 17/02, B65H 39/02**(22) Date of filing: **19.06.92**(30) Priority: **15.07.91 US 729724**(43) Date of publication of application:
17.02.93 Bulletin 93/07(64) Designated Contracting States:
FR GB(68) Date of deferred publication of the search report:
10.03.93 Bulletin 93/10(71) Applicant: **MOORE BUSINESS FORMS, INC.**
300 Lang Boulevard
Grand Island New York 14072-1697(US)(72) Inventor: **Doane, Gerald I.**
110 Riverwoods Drive
Grand Island, NY 14072(US)
Inventor: **Burket, Franklin L.**
5635 East River Road
Grand Island, NY 14072(US)(74) Representative: **Spence, Anne et al**
Fry, Heath & Spence Mill House Wandle
Road
Beddington Croydon Surrey CR0 4SD (GB)(54) **Method and apparatus for forming books.**

(57) A method and apparatus provide for the personalization of magazines and like "book" publications. A book (43), having a cover (44) which provides address information (45), is formed from a number of signatures (25). This is accomplished by automatically printing at least one personalized signature with variable personalized printing (20, 21, 22) (such as by ion deposition), assembling the personalized signature with at least one other signature, detecting the personalized printing on the personalized signature (as by optically scanning OCR characters), and in response to such detecting, printing address information on the cover. The personalized printing can be the addressee's name, photograph, or identification number. The personalized signature may be assembled with other business documents (47), such as a business reply envelope, and may be perforated to provide a return form (27). Alternatively, complete address information may be printed on the signature and die cut window (48) formed in the cover, through which the address information is visible once the book is assembled. All of the books having address information with common postal codes are produced in a sequence -- regardless of the demographic form of the signature that has been

personalized -- so as to maximize the chances for securing a minimum postal rate.

FIG. 3**EP 0 527 552 A3**



European Patent
Office

EUROPEAN SEARCH REPORT

Application Number

EP 92 30 5642

| DOCUMENTS CONSIDERED TO BE RELEVANT | | | |
|---|---|--|---|
| Category | Citation of document with indication, where appropriate, of relevant passages | Relevant to claim | CLASSIFICATION OF THE APPLICATION (Int. Cl.5) |
| P,X | EP-A-0 439 257 (KENRICK & JEFFERSON) * column 1, line 29 - column 3, line 1; claims; figure * --- | 1,2,3,4, 6,7,11 | B41F17/02 B65H39/02 |
| X | EP-A-0 341 524 (JOS. HUNKELER AG FÜR GRAFISCHE MASCHINEN) * column 5, line 41 - column 6, line 49; claim 1; figures * --- | 1-4,6,7, 10 | |
| X | DE-A-3 132 765 (KUHLMANN) * page 7, column 3 - page 8, column 24; figure * --- | 1-4,6,9, 12 | |
| A | US-A-3 982 746 (O'BRIEN ET AL.) * abstract; figures * --- | 1,12 | |
| A | US-A-5 029 830 (QUADRACCI) * column 6, line 37 - column 7, line 14 * --- | 1,8,10, 11 | |
| A | EP-A-0 303 203 (WORLD COLOR PRESS) * abstract * --- | 11 | |
| A | US-A-5 028 192 (LINDSAY ET AL.) * abstract * ----- | 11 | |
| The present search report has been drawn up for all claims | | | |
| Place of search THE HAGUE | | Date of completion of the search 29 DECEMBER 1992 | Examiner HAGBERG A.M.E. |
| CATEGORY OF CITED DOCUMENTS X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons & : member of the same patent family, corresponding document | | | |